

SUCCESS CASE 48.2025

Delivering an Excellent Digital Customer Experience



THE CHALLENGE

Prior to the launch of our Online Account, our 2.4 million energy customers could only interact with ESB Networks via our National Customer Call Centre through voice, email and social media channels.

Our challenges included:

- Transforming the relationship with our customers by creating a seamless, convenient self-serve platform that could perform as effectively as our existing support channels. This would reduce unnecessary contact to our Call Centre and allow them time to focus on added value services.
- Achieving our Annual Customer Satisfaction targets set by the Commission for the Regulation of Utilities (CRU). Delivering these growing targets required a digital self-serve solution.
- A nationwide Smart metering rollout programme had a requirement for customers to easily access their interval electricity data (both consumption and export) via an online platform.

THE SOLUTION

The Online Account was developed by our Customer Experience team in tandem with our digital partners and key business stakeholders and released in November 2022. Customers can now self-serve across a range of services including:

- Access to smart meter electricity consumption and export data;
- Find my MPRN service;
- Submit a meter reading;
- Applying for a new electricity connection;
- Electricity outage status and choose a notification preference for all your MPRNs;
- “Time for Rewards” service enabling customers to be rewarded by taking control of their energy at peak demand periods;
- Apply digitally for several services – tree cutting assessment, voltage issue assessment and our Rewiring service;
- Pay for services via a simple and secure Online Account process.

KEY SUCCESS FACTORS

As of April 2025, 185,000 customers have created an Online Account with an average of 20% logging in each week:

- Smart Meter electricity data service has been accessed over 900,000 times;
- Find my MPRN service used by over 33,000 customers;
- Over 115,000 customers have confirmed their digital notification preference;
- 91% of all New Connection applications are submitted digitally;
- A Digital First approach to new services (e.g., Access to smart meter data, “Time or Rewards”);
- External recognition – the Online Account has been recognised with several Customer Experience awards including the *Digital Impact in CX* at the 2024 Customer Experience Awards, *Best Customer Impact* at the 2024 Digital Transformation Awards and the *Judge’s Choice Award* at the 2024 Public Sector Digital Transformation Awards.

THE FUTURE VIEW

Our ambition is to add further services aligned with our strategic vision to drive operational efficiencies, improve customer experience and support the transition to Net Zero. Future services include additional digital applications for ESB Network services, appointment management, an online account for business customers and further enhancements for our “Time for Rewards” service.